DATE: 4/10/97
TO: ALL MANGERS, CORPORATE LOCATIONS
FROM: ADRIAN ROSATI
SUBJECT: R.J. REYNOLDS CIGARETTE DISPLAYS / PROMOTIONS.

AS INFORMATION BARRIER MOTOR FUELS, INC. AND R.J. REYNOLDS TOBACCO CO. HAVE AGREED TO THE FOLLOWING.

1-IMPLEMENT R.J. REYNOLDS CIGARETTE CONTRACT DISPLAYS / P.O.S. IN ALL BARRIER CORPORATE LOCATIONS. (PLAN-O-GRAM ATTACHED FOR YOUR LOCATION).
2-PARTICIPATE IN R.J. REYNOLDS MONTHLY PROMOTIONS / DISCOUNTS.

DURING THE FIRST TWO WEEKS OF MAY, AN RJR SALES REP. WILL BE VISITING EACH LOCATION TO IMPLEMENT/INSTALL RJR DISPLAYS / POS. AS INFORMATION, THE DISPLAYS WILL BE DELIVERED TO EACH LOCATION BY TRUCK (EXAMPLE-RPS, UPS, ECT) THE BOXES SHOULD BE ACCEPTED (NO CHARGES INVOLVED) AND STORED IN A SAFE PLACE, AND HOLD FOR THE RJR SALES PERSON.

DURING THE WEEK OF APRIL 28TH, EACH LOCATION WILL BE RECEIVING A SPECIAL CIGARETTE ORDER FROM STAN LOU TOBACCO (THIS PRODUCT WILL BE ADDED TO YOUR NORMAL ORDER DURING THIS WEEK). THIS PRODUCT WILL BE STICKERED AT .20c OFF PER PACK, AND SHOULD BE SAVED UNTIL THE RJR REP. INSTALLS THE DISPLAYS. THIS PRODUCT WILL BE DISPLAYED / MERCHANDISED IN THE NEW RJR COUNTER DISPLAYS, AND SOLD AT .20c OFF PER PACK (ONLY WHILE SUPPLIES LAST) ALL REIMBURSEMENTS WILL BE MADE AT CHAIN HEADQUARTERS. WE WILL RUN SIMILAR PROMOTIONS DURING 1997.

I REALIZE WITH NEW DISPLAYS PLACED ON AND AROUND THE COUNTERS YOU WILL NEED TO MOVE / RELOCATE SOME CANDY/SNACKS THAT ARE PRESENTLY THERE. RJR BEING THE CATEGORY ADVISORIES AND EXPERTS IN MERCHANDISING GAS CONVENIENCE LOCATIONS LIKE OURS, WILL ASSIST IN FINDING NEW APPROPRIATE LOCATIONS FOR THIS MERCHANDISE.

THE REASON WE HAVE AGREED TO PARTICIPATE WITH R.J. REYNOLDS TOBACCO CO. MERCHANDISING/PROMOTIONAL PROGRAMS IS TO HELP MAXIMIZE THE CIGARETTE CATEGORY PROFITABILITY. RJR WILL DISPLAY AND PROMOTE SOME OF THE TOP SELLING CIGARETTE BRANDS IN OUR MARKET PLACE, AND IN TIME WILL HELP DRAW CUSTOMERS FROM OTHER OUTLETS, WHICH WILL INCREASE OUR CUSTOMER BASE.

AFTER THE DISPLAYS ARE INSTALLED, YOU WILL BE AUTOMATICALLY PLACED ON A PROMOTIONAL LIST THROUGH STAN LOU TOBACCO WHICH ALLOWS STAN LOU TO SEND RJR MONTHLY PROMOTIONS WHEN AVAILABLE. (EXAMPLE OF SOME PROMOTIONS ARE, BUY 1 PACK GET 1 FREE, BUY 2 PACKS GET A PREMIUM ITEM FREE, ECT.). PLEASE ACCEPT, AND DISPLAY THESE PROMOTIONS WHEN AVAILABLE.

PLEASE EXTEND YOUR COMPLETE COOPERATION TO RJR SALES PEOPLE TO ENSURE A TIMELY AND SUCCESSFUL IMPLEMENTATION OF THIS AGREEMENT.

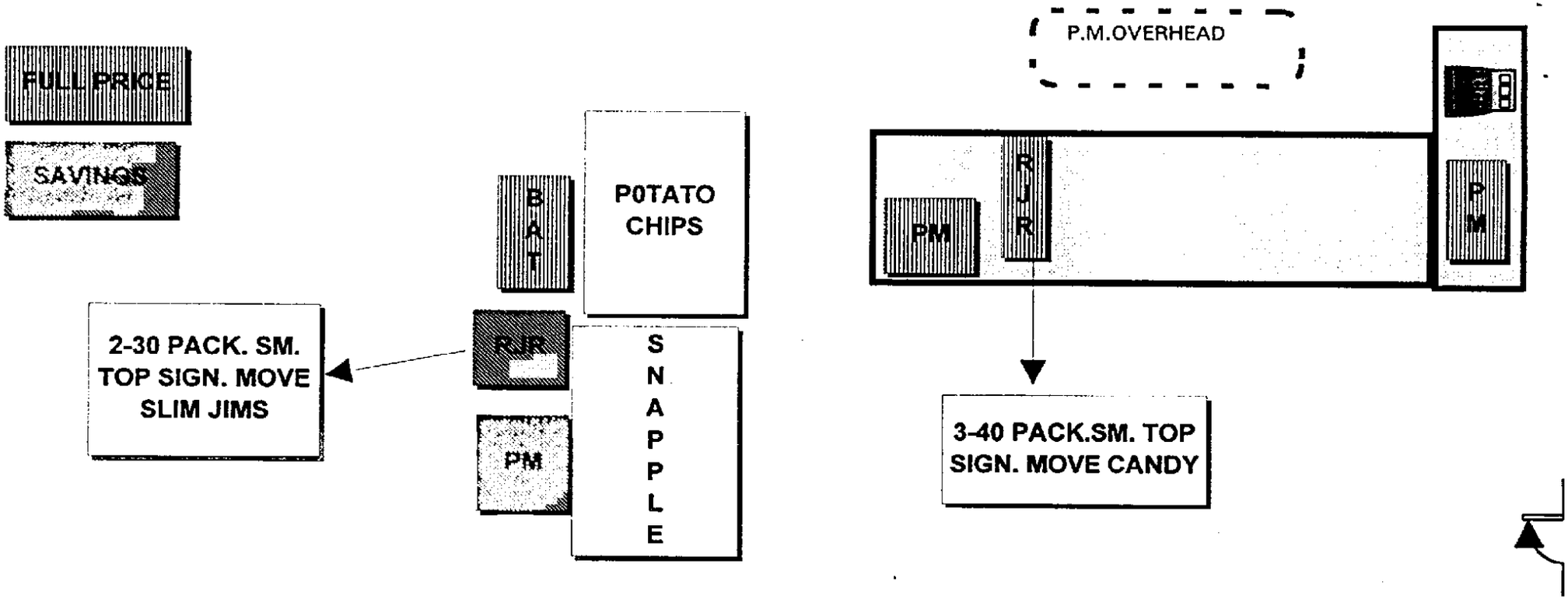
THANK YOU

ADRIAN ROSATI

51846 2153

Source: https://www.industrydocuments.ucsf.edu/docs/qlly0000

C-Store Plan-O-Gram



CITGO GAS

FOWLER AVE.	P.M. 48 ROWS (INCREASED BY 18 ROWS)
CARMEL	RJR 36 ROWS
LEVEL 1	BAT 12 ROWS (REDUCE BY 6 ROWS)

*NEED RJR CURB MOUNT/DOOR DECAL

Authorized by:_____ **Date:**_____

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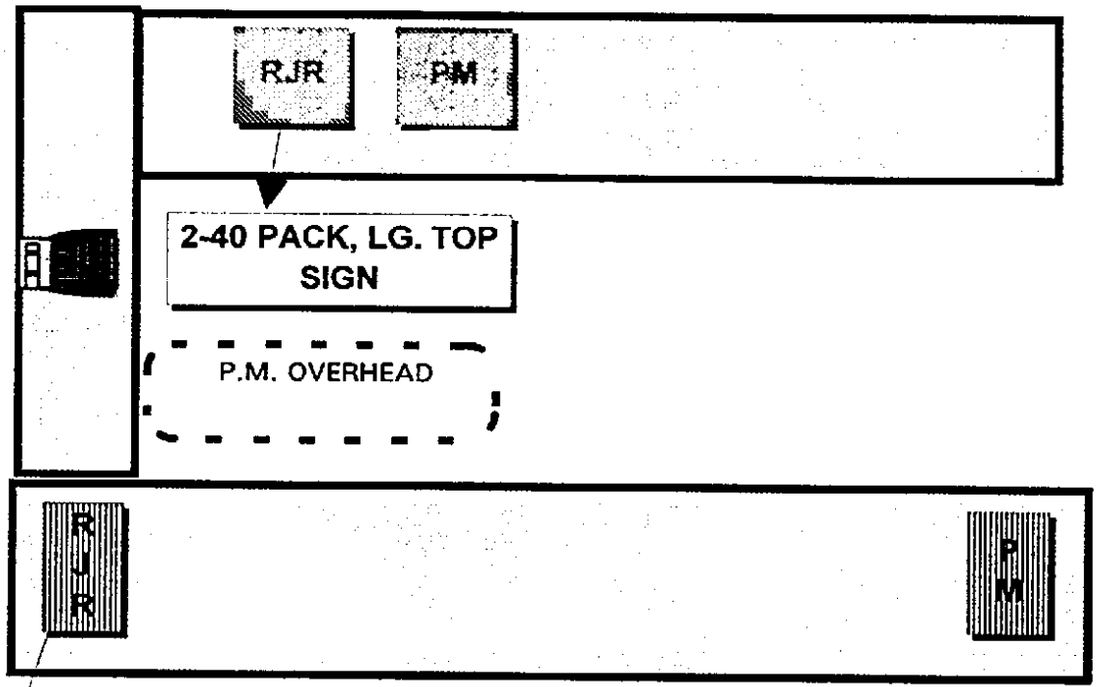
C-Store Plan-O-Gram

R.J. Reynolds Tobacco Company



FULL PRICE

SAVINGS

3-40 PACK. LG.. TOP SIGN

EXPRESS MART

267 N. MAIN ST

SPRING VALLEY

LEVEL 1

P.M. 47 ROWS

RJR 40 ROWS

* NEED RJR LIGHTED SIGN/CURB MOUNT

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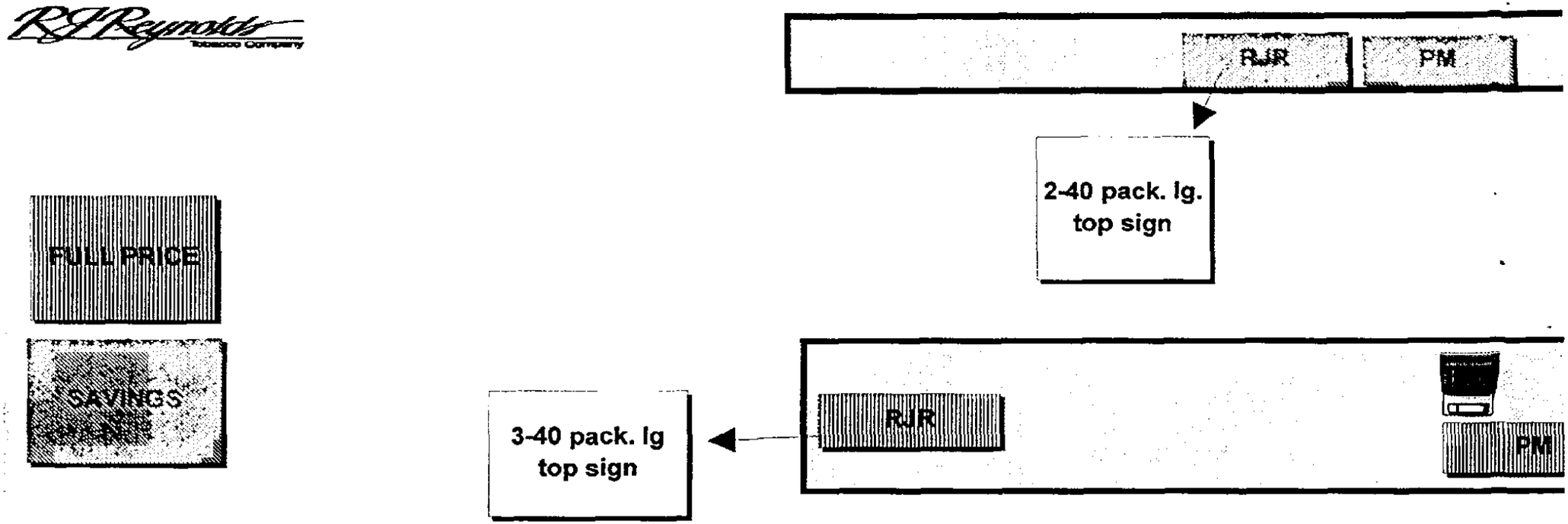

NEWROCHELLE CITGO — RJR 40 ROWS

210 WEBSTER AVE. — P.M. 42 ROWS

NEWROCHELLE — * NEED RJR CURB MOUNT/LIGHTED SIGN

M.C.CONTRACT

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C-Store Plan-O-Gram

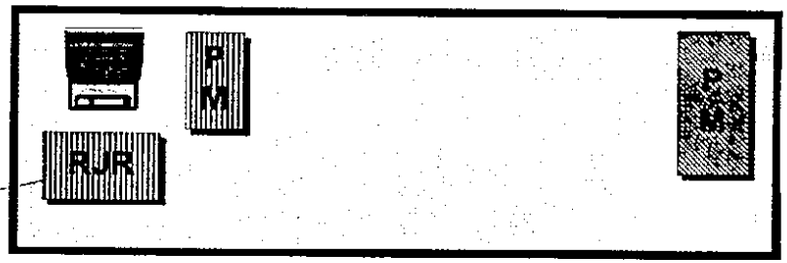
R.J. Reynolds Tobacco Company

CARTONS

SAVINGS

P. M. OVERHEAD

FULL PRICE



RJR

STORE SHELF

2-40 pack. lg. top sign

3-40 pack. lg. top sign move candy

CENTURY CITGO

RT. 202

PEEKSKILL/YORKTOWN

LEVEL 1

P.M. 40 ROWS (increased by 4 rows)

RJR 40 ROWS

* NEED RJR CURB MOUNT / LIGHTED SIGN

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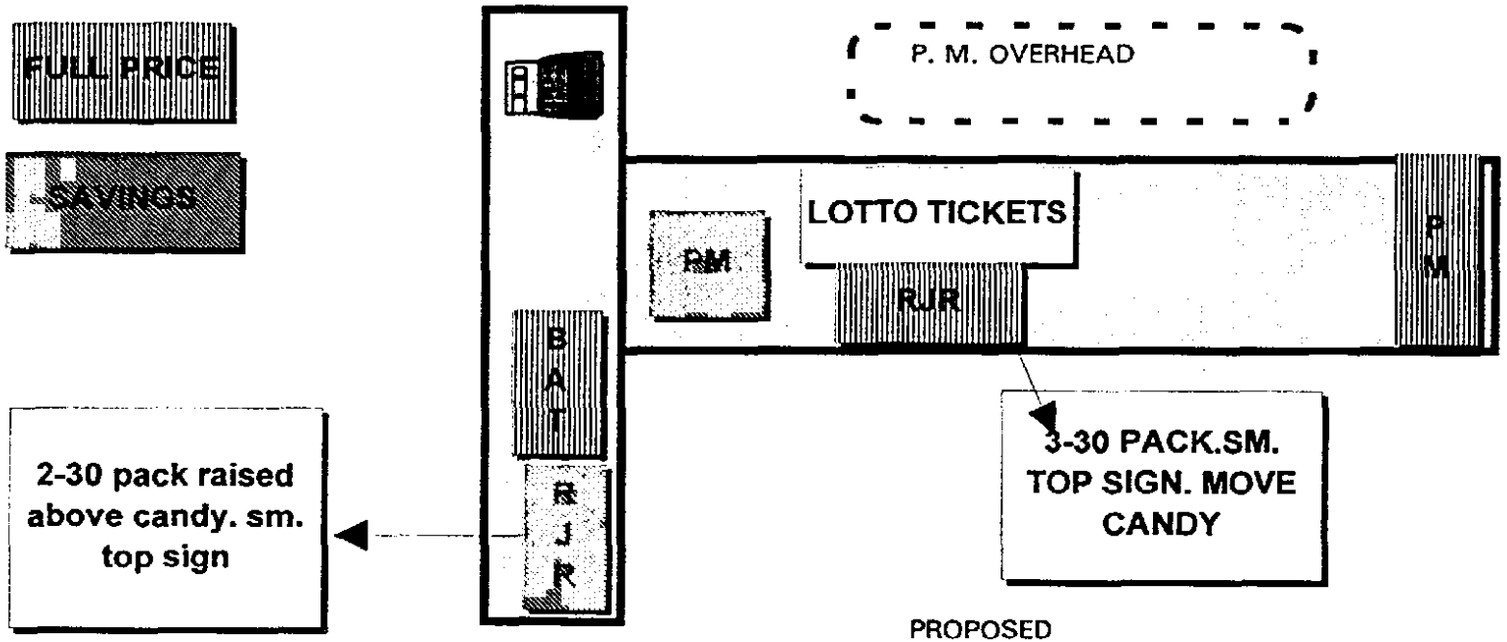
C-Store Plan-O-Gram



PROPOSED

N. TARRYTOW SUNOCO	P.M. 54 ROWS (INCREASE ROWS)
410 N. BROADWAY	BAT 24 ROWS
M.C. CONTRACT	RJR 30 ROWS

* NEED RJR CURB MOUNT/LIGHTED SIGN

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